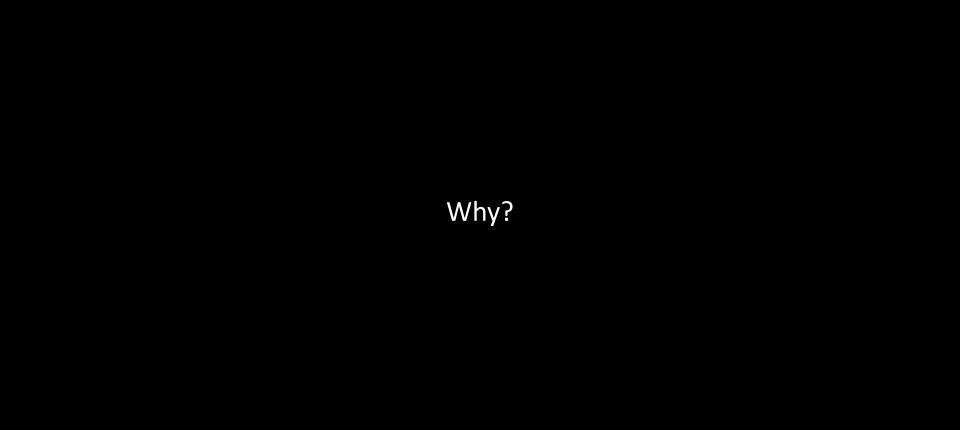
## Repetition

Repeat aspects of the design throughout the entire piece

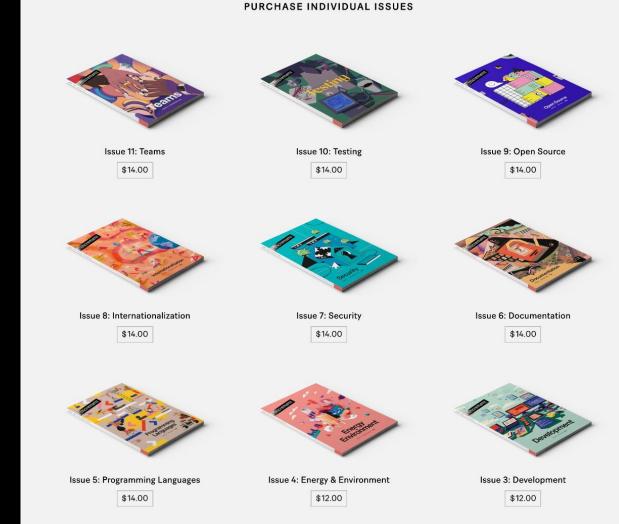
Repetition



## Why Repetition?

- Just like contrast highlights difference, repetition creates unity of spatially separate design elements
- You already use repetition in your work:
  - When you make headlines all the same size and weight
  - When you add a rule a half-inch from the bottom of each page
  - When you use the same bullets in each list throughout the project

## Repetition creates unity, consistency, cohesiveness





















A detail from the logo is enlarged and repeated throughout the coroprate identity as a unifying design element. Furthermore, unity is achieved through repetition of the same colors, and typography.

















## Dear Client,

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design element. The brand colors are also quite bold, and have been repeated in large areas throughout, which creates significant unity.

Notice how the logo silhouette and has been repeated throughout as a

Be wary of too much repetition!

repeating everything creates tiring, uninteresting designs.

Think of classic PowerPoint templates where every slide has exactly the

Repeating some design elements unifies,

Think of classic PowerPoint templates where every slide has exactly the same design elements, and exactly the same bulleted lists with the main difference being the text.

This is one reason why these are universally regarded as dull ("death by PowerPoint").